

Application No.: 10/014625

Case No.: 56937US002

**Amendments to the Claims:**

The following Listing of Claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims**

Claims 1-22 (cancelled)

23. (new) A tape comprising:
- (a) a substrate;
  - (b) a primer coated on at least one surface of the substrate, the primer comprising:
    - a malcated rubber thermoplastic elastomer,
    - a non-halogenated polyolefin,
    - a resin, and
    - a first crosslinking agent;
  - (c) a pressure sensitive adhesive coated on the primer,
    - wherein the pressure sensitive adhesive is an adhesive based on natural rubbers, synthetic rubbers, styrene block copolymers, polyvinyl ethers, poly(meth)acrylates (including both acrylates and methacrylates), polyolefins, or silicones, and
    - wherein the pressure sensitive adhesive further comprises a second crosslinking agent.
24. (new) The tape of claim 23 wherein the malcated thermoplastic elastomer is a block copolymer comprising one or more polystyrene blocks, a rubber, or a styrene-ethylene-butene-styrene type block copolymer.
25. (new) The tape of claim 23 wherein the resin has a glass transition temperature between about 0°C and about 100°C.
26. (new) The tape of claim 23 wherein the resin is a hydrocarbon resin.

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27. (new) The tape of claim 23 wherein the non-halogenated polyolefin comprises a  $C_2 - C_{30}$   $\alpha$ -olefin monomer.
28. (new) The tape of claim 23 wherein the non-halogenated polyolefin comprises a polyhexene or a polyoctene.
29. (new) The tape of claim 23 wherein the first crosslinking agent is activated by ultraviolet light or heat.
30. (new) The tape of claim 23 wherein the first crosslinking agent is an aldehyde, a ketone, a quinone, a thioxanthone, or a vinyl halomethyl-sym-triazine.
31. (new) The tape of claim 23 wherein the first crosslinking agent is 2,4-bis(trichloromethyl)-6-4'-methoxyphenyl-sym-triazine.
32. (new) The tape of claim 23 wherein the primer further comprises an aliphatic, alicyclic, heterocyclic, cycloaliphatic, or aromatic epoxy having at least one oxirane ring.
33. (new) The tape of claim 23 wherein the primer further comprises an epoxy resin comprising a cyclohexene oxide group, a glycidyl ether monomer, or a bisphenol A-epichlorohydrin.
34. (new) The tape of claim 23 wherein the primer further comprises a multi-functional acrylate.
35. (new) The tape of claim 23 wherein the primer further comprises fumed amorphous silica.

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36. (new) The tape of claim 23 wherein the primer further comprises a filler.
37. (new) The tape of claim 23 wherein the pressure sensitive adhesive is a polyolefin based pressure sensitive adhesive.
38. (new) The tape of claim 23 wherein the pressure sensitive adhesive is a poly- $\alpha$ -olefin comprising one or more monomer units derived from a  $C_5 - C_{30}$   $\alpha$ -olefin monomer.
39. (new) The tape of claim 23 wherein the pressure sensitive adhesive is a poly- $\alpha$ -olefin comprising one or more monomer units derived from  $C_6 - C_{14}$   $\alpha, \omega$ -dienes, conjugated dienes, trienes, terpenes, or alkenyl-norbornenes.
40. (new) The tape of claim 23 wherein the pressure sensitive adhesive has a glass transition temperature in the range of about  $-70^\circ$  to about  $0^\circ$  C.
41. (new) The tape of claim 23 wherein the pressure sensitive adhesive comprises a tackifying resin.
42. (new) The tape of claim 23 wherein the second crosslinking agent is activated by ultraviolet light or heat.
43. (new) The tape of claim 23 wherein the second crosslinking agent is an aldehyde, a ketone, a quinone, a thioxanthone, or a vinyl halomethyl-sym-triazine.
44. (new) The tape of claim 23 wherein the substrate comprises a material selected from the group consisting of polyesters, polyolefins, papers, foils, polyacrylates, polyurethanes, perfluoropolymers, polycarbonates, ethylene vinyl acetates, vinyl, fabrics, foam, polymer coated papers, and retroreflective sheeting.
45. (new) A method of making a tape comprising:

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- (a) providing a substrate;
- (b) applying a primer to the substrate, the primer comprising:
  - a maleated rubber thermoplastic elastomer,
  - a non-halogenated polyolefin,
  - a resin, and
  - a first crosslinking agent;
- (c) applying a pressure sensitive adhesive atop the primer,  
wherein the pressure sensitive adhesive is based on natural rubbers, synthetic rubbers, styrene block copolymers, polyvinyl ethers, poly (meth)acrylates (including both acrylates and methacrylates), polyolefins, or silicones, and  
wherein the pressure sensitive adhesive further comprises a second crosslinking agent;
- (d) applying actinic radiation or heat.